

## Claims

1. Programmable display unit for displaying barcodes, comprising:
  - a multiplicity of strip-shaped display elements (110, 130) arranged substantially parallel to and at a predetermined distance (120) from each other;wherein each strip-shaped display element (110, 130) can be controlled in a connectable manner;  
wherein respectively predetermined numbers of display elements (110, 130) are used for representing strips (5, 6) or, as the case may be, spaces (7, 8) in the barcode.
2. Display unit according to claim 1 wherein in each case one group of a predetermined number of strip-shaped display elements (110, 130) are switched in common for each strip (5, 6) or, as the case may be, for each space (7, 8) in the barcode.
3. Display unit according to claim 1 or claim 2 wherein the strip-shaped display elements (110, 130) have at least two switchable statuses, with one of said statuses being assignable to a strip (5, 6) and the other of said statuses being assignable to a space (7, 8).
4. Display unit according to one of the preceding claims wherein the display unit (1) is a meta-stable display unit (1) embodied in particular as an electrochromic or electrophoretic display unit (1).
5. Display unit according to one of the preceding claims wherein electronic control circuitry (400) having an interface (410) is provided for controlling the strip-shaped

display elements (110, 130).

6. Display unit according to claim 5 wherein the electronic control circuitry (400) has an interface (410) suitable for receiving signals causing a barcode to be produced.
7. Display unit according to claim 5 or claim 6 wherein the electronic control circuitry (400) is based on organic circuits.
8. Display unit according to one of the preceding claims wherein the display unit (1) is coupled to a radio transponder (500).
9. Radio transponder having a display unit for displaying barcodes, with said radio transponder (500) being coupled to the display unit (1) for imaging the barcodes; wherein said display unit (1) comprises:
  - a multiplicity of strip-shaped display elements (110, 130) arranged substantially parallel to and at a predetermined distance (120) from each other;wherein each strip-shaped display element can be controlled in a connectable manner;  
wherein respectively predetermined numbers of display elements (110, 130) are used for representing strips (5, 6) or, as the case may be, spaces (7, 8) in the barcode.
10. Radio transponder according to claim 6 wherein the display unit (1) is a display unit according to one of preceding claims 1 to 8.